



hottest & prime mobile ad network

THE LATEST MOBILE APPS USAGE BEHAVIOR REPORT 2012

(HONG KONG)



Supported by nielsen

Introduction

These days, marketers are not only experienced in initiating mobile ad campaigns through appropriate platforms, but are also interested in understanding the targeted demographics and mobile apps usage behavior to achieve a desirable campaign performance.

In this regard, Hotmob, together with Nielsen, conducted Hong Kong's first mobile apps usage behavior survey through its mobile ad network in 2011. The mobile world has been constantly changing and evolving with new technologies, applications and most importantly new devices. To offer marketers the latest understanding on the mobile apps usage behavior, Hotmob joined hands with Nielsen for the second year to conduct the mobile apps usage behavior survey 2012 with comprehensive information and insightful analysis.

The survey, supported by Nielsen, was launched through Hotmob's extensive mobile ad network between 22nd Oct and 4th Nov 2012. The supporting mobile platforms included (in no particular order) Headline Daily, OpenRice Hong Kong, Hong Kong Movie, Hong Kong Toolbar, Sing Tao Daily, JobsDB.com, keymansoho and ELLE Beauty Club. Smartphone users who clicked the banner ads shown on the above app channels were directed to the survey instantly.



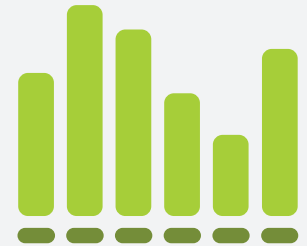
The mobile apps usage behavior survey is an innovative study conducted via multiple mobile app platforms in Hong Kong. The questions are concise and targeted, in an interactive and user friendly design.

Findings :

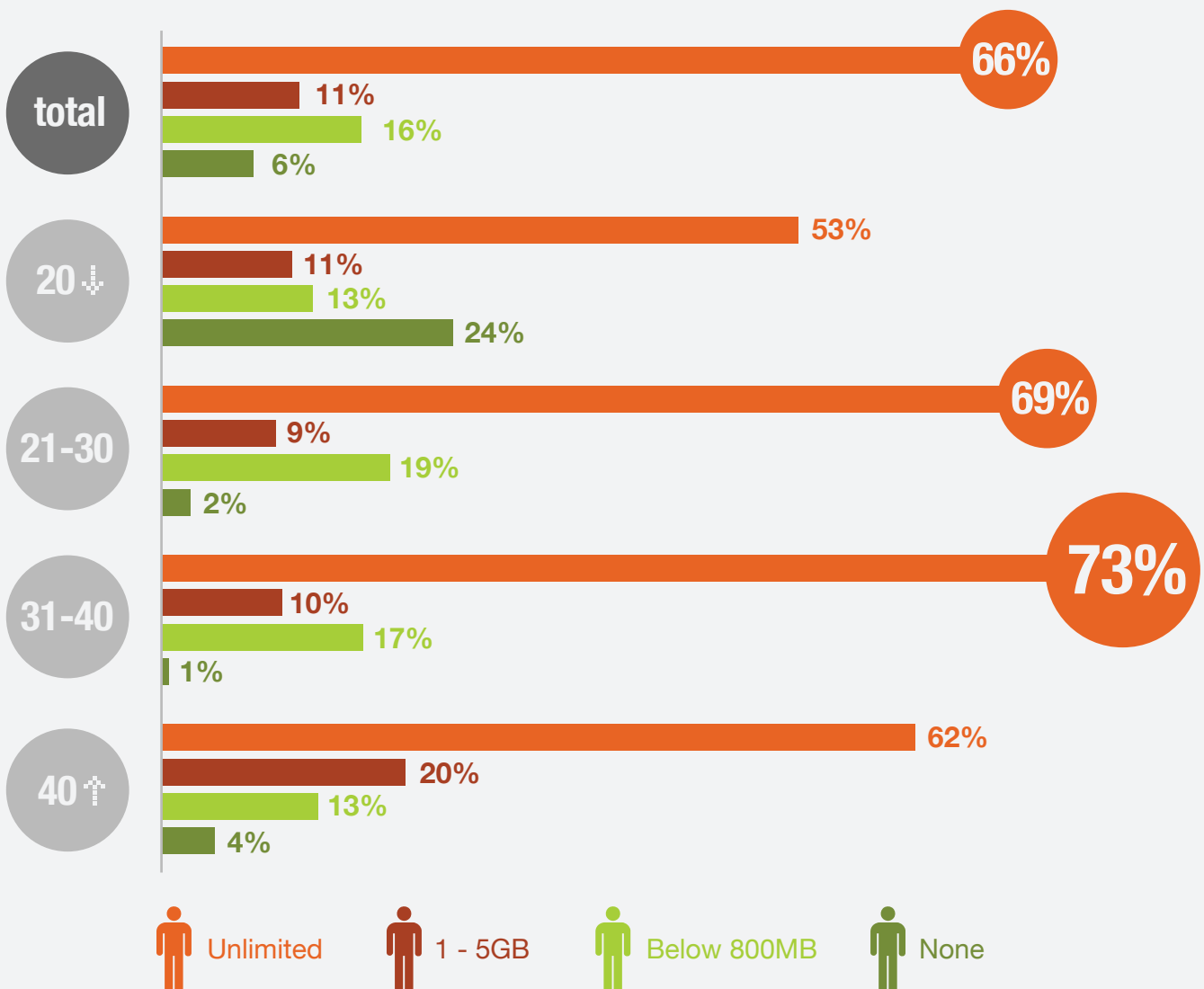
Data Service Plan by Age

Nowadays, it is not surprised that most of smartphone users look for various online information and entertainment via mobile Internet and applications. This is shown by two-thirds (66%) of respondents using unlimited data service plan in 2012.

Demographically, the users of unlimited data service plan tend to skew towards the working group. Those aged 21-30 (69%) and 31-40 (73%) are more likely to use unlimited data service plan. There is also high demand for mobile internet access among teenagers even they may not have high spending power. Over half (53%) of those aged below 20 use unlimited data service plans. Nevertheless, a quarter (24%) of teenagers do not have any data service plans.



Data Service Plan by Age (2012)

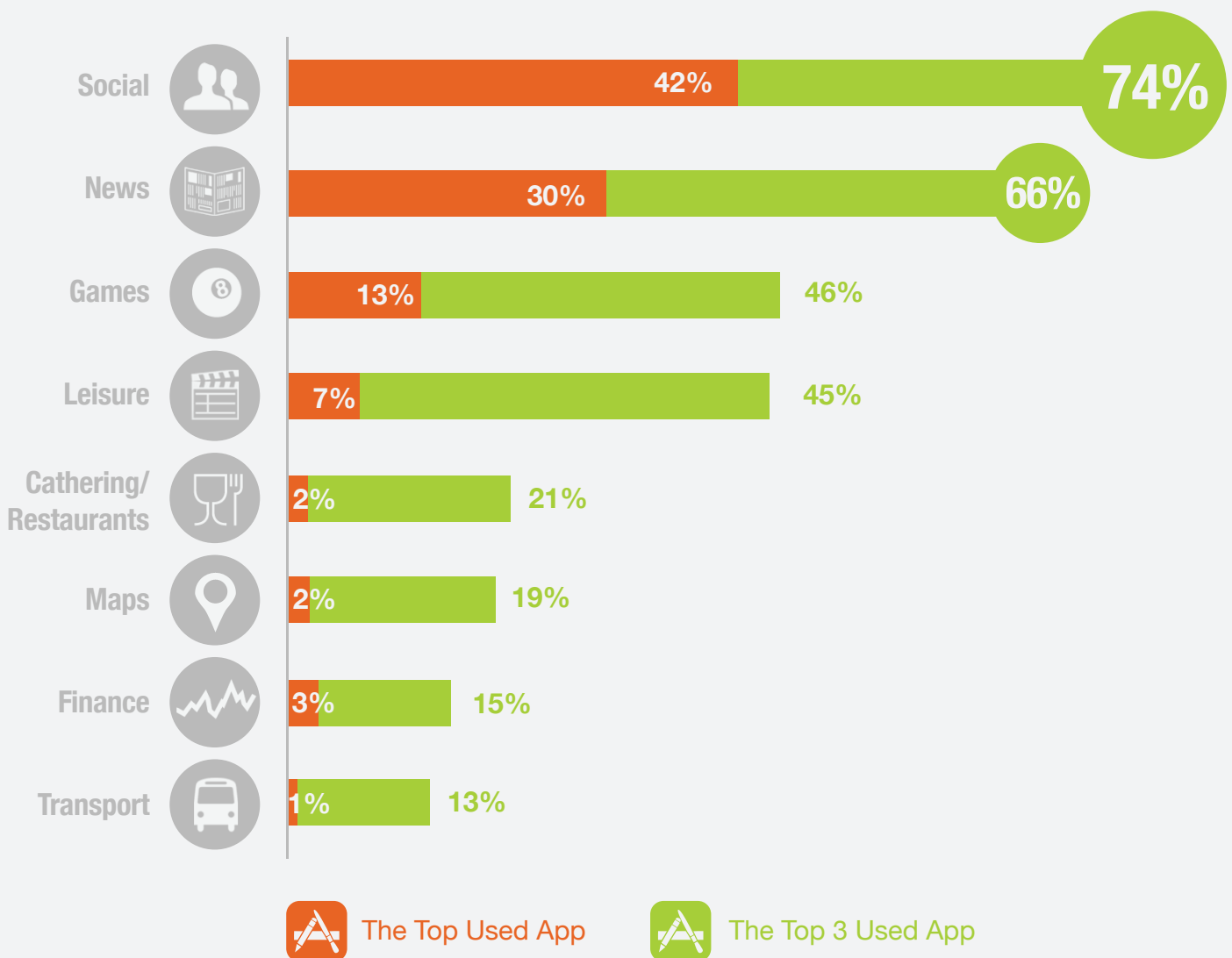


Top 3 App Usage

Social networking is the most frequent activity of smartphone users. Social apps are ranked among the Top 3 used apps with nearly three-fourths (74%) of respondents using them, followed by News apps (66%), Games apps (46%) and Leisure apps (45%). Specifically, 4 out of 10 regard Social apps as the top used apps while 3 out of 10 claim News apps as the top used apps, implying that users are heavily engaged in social networking activities and look for daily news and timely information via smartphones.



Top 3 App Usage (2012)

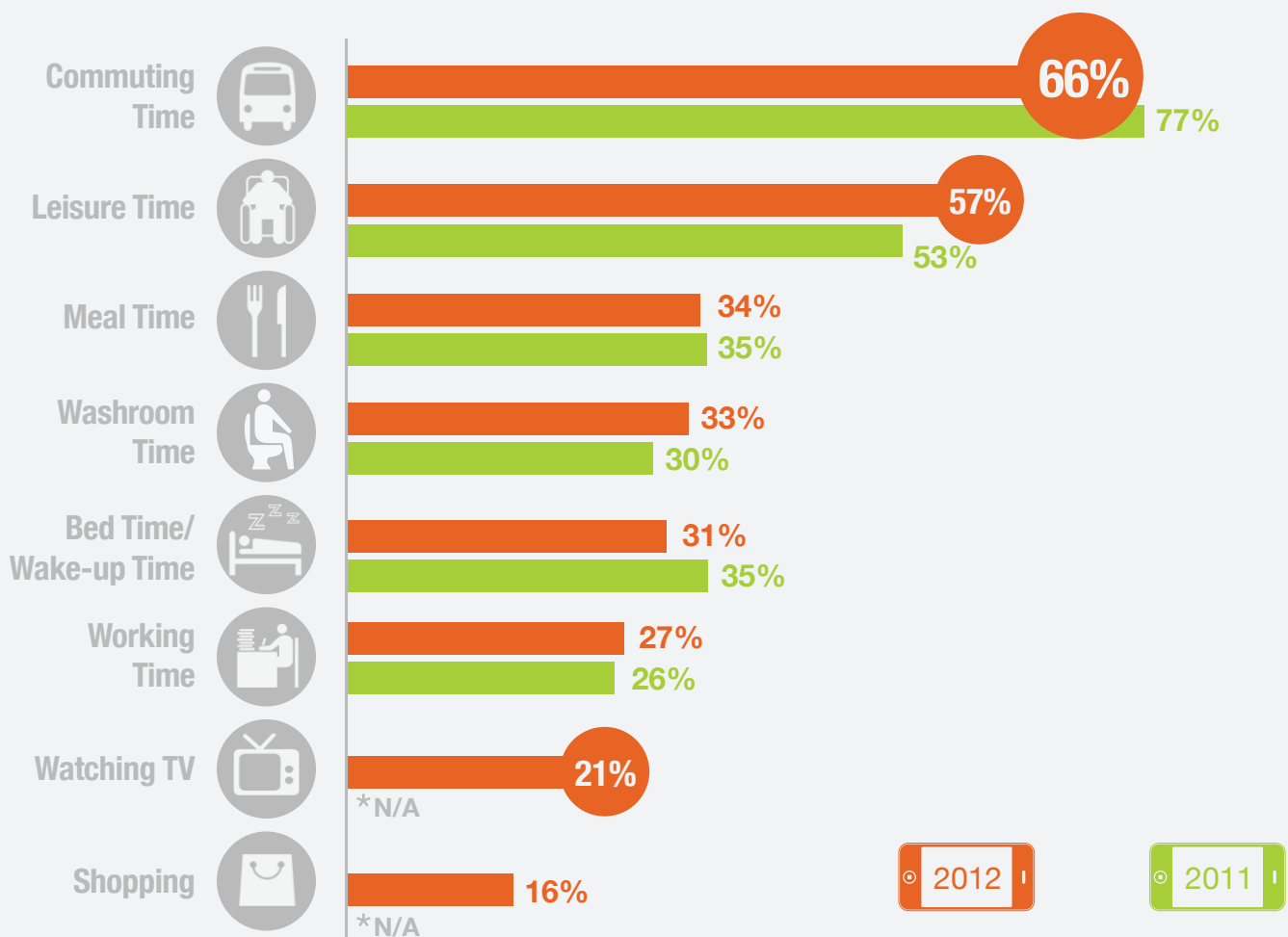


Usage Occasions

Hong Kong smartphone users use mobile apps in multiple occasions. Most of the respondents use mobile apps when they are commuting (66%). Over half (57%) use mobile apps during leisure time, followed by meal time (34%) and washroom time (33%). In addition, one-fifth (21%) of respondents spend time on mobile apps during TV viewing time.



Usage Occasions (2011 vs 2012)



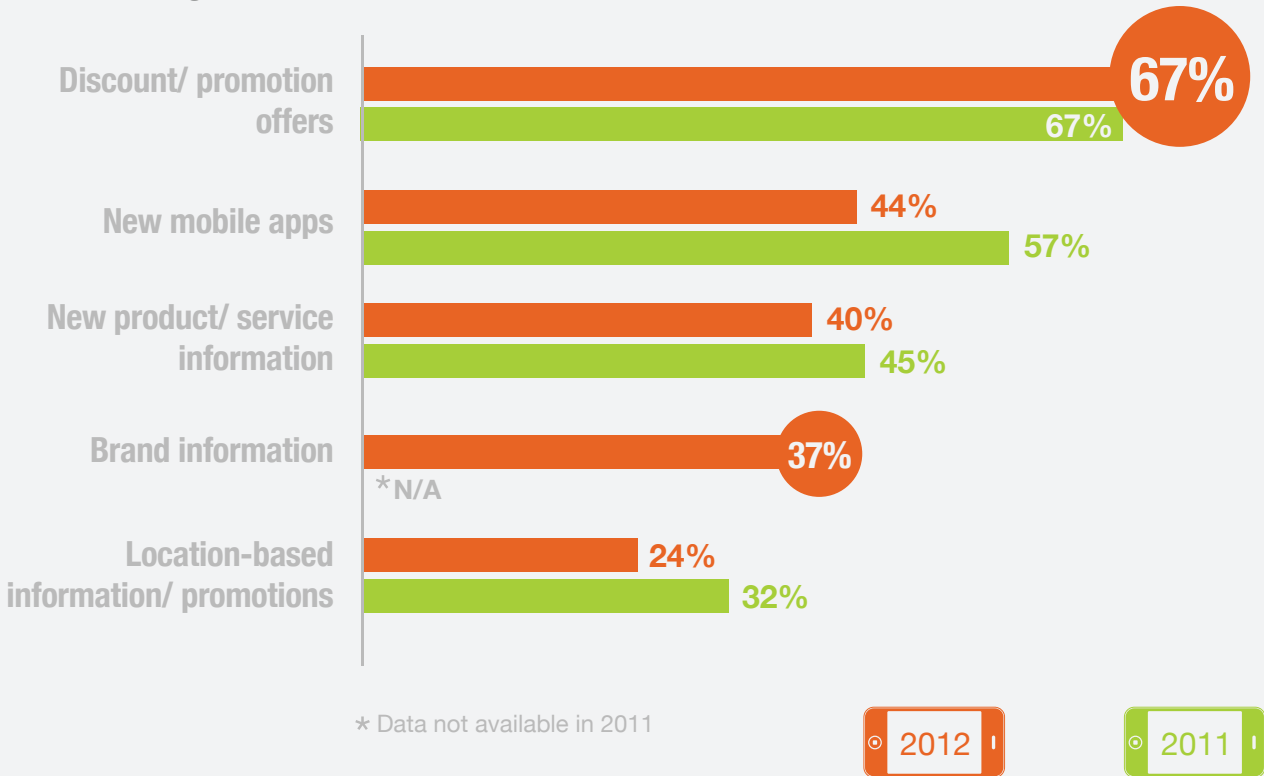
* Data not available in 2011

Marketing Information Would Like To Receive

Regarding the mobile ad information, over two-thirds (67%) of respondents prefer receiving discount/promotion offers. New mobile apps promotion is ranked second (44%), followed by new product/service information (40%) and brand information (37%). Compared to last year, respondents are less likely to look for new mobile apps promotion (44% in 2012 vs 57% in 2011).



Marketing Information Would Like To Receive (2011 vs 2012)

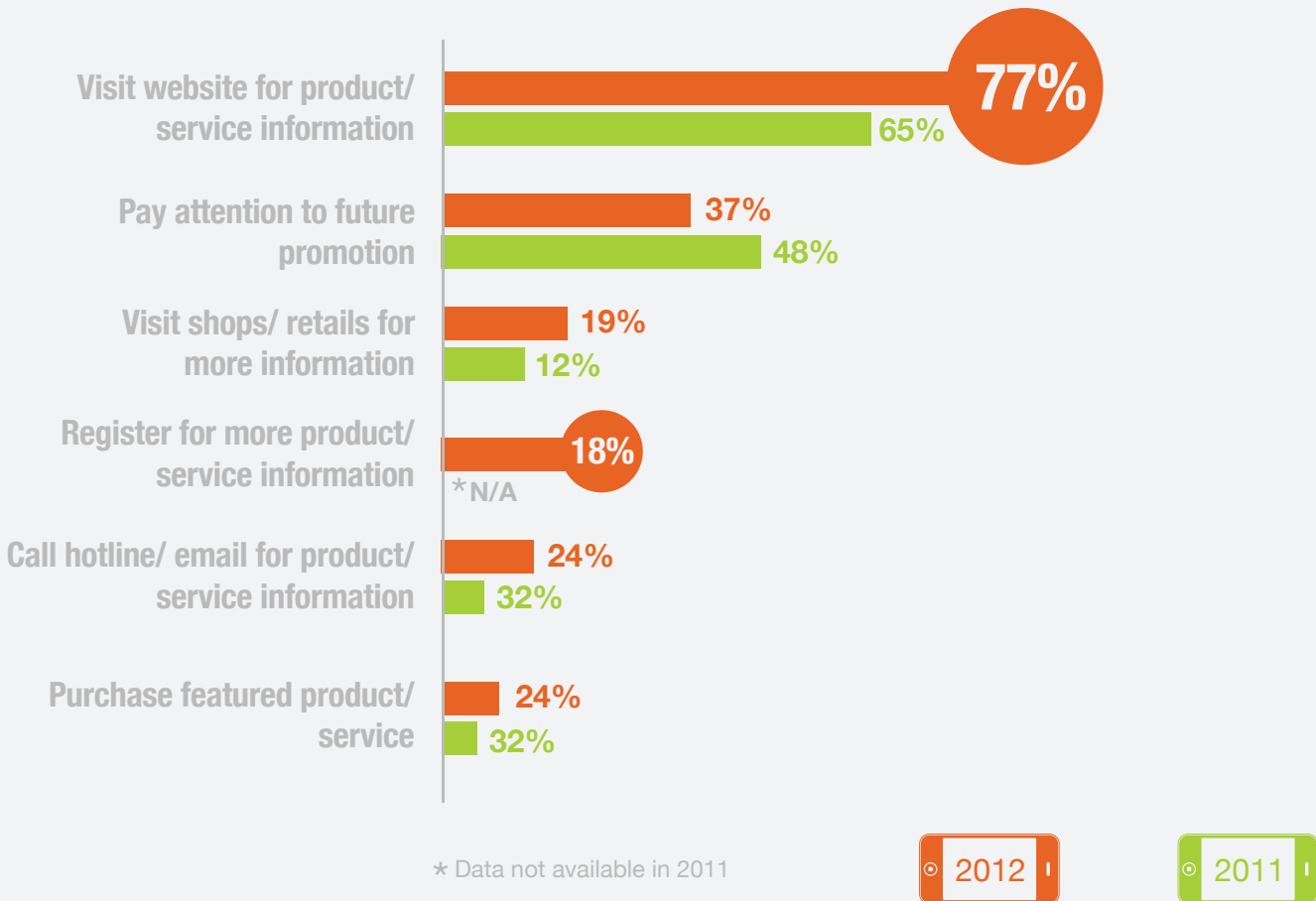


Actions Taken

Mobile advertising can arouse the curiosity of consumers to know more about the product/services advertised. This is shown by the findings that over three quarters (77%) of respondents would visit the product/service websites after seeing the mobile ads, a 12 percentage point increase compared to 65% in 2011. However, fewer people will pay attention to future promotion after seeing the mobile ads (a drop from 48% in 2011 to 37% this year). It is worth noting that nearly one-fifth (18%) are willing to register for more information.



Actions Taken (2011 vs 2012)

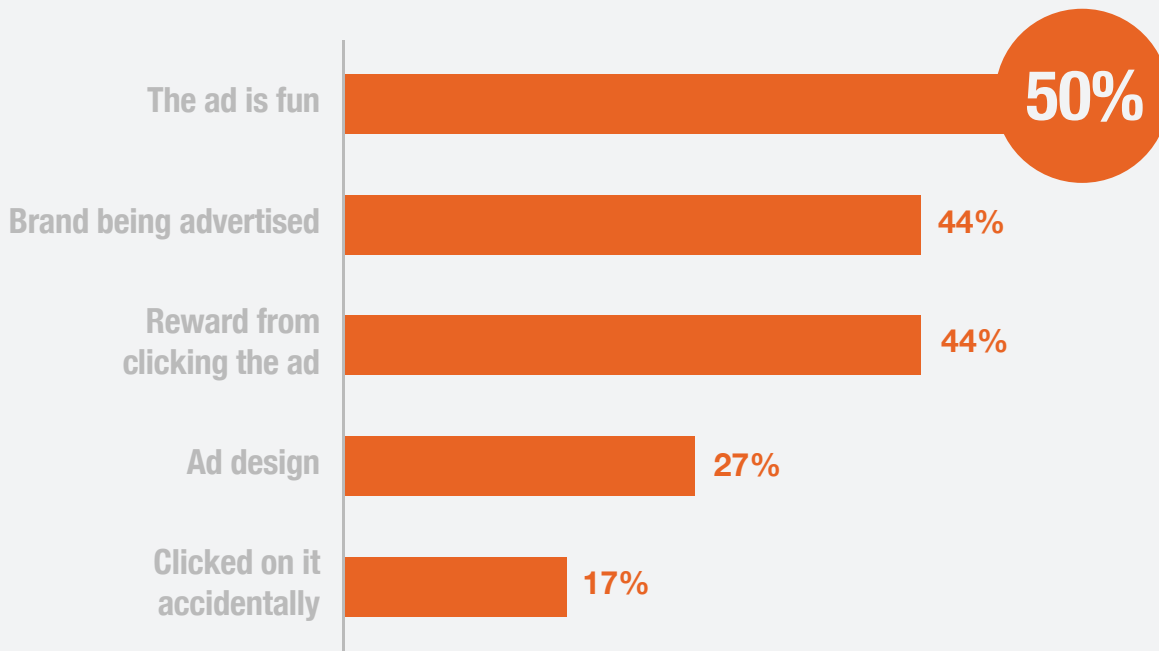


Reasons for Clicking Mobile Ads

Funny element is the main reason for clicking mobile ads among half (50%) of respondents, followed by the brand itself (44%) and reward received from clicking the ad (44%). This reflects that mobile advertising with amusing elements can arouse users' interest.



Reasons for Clicking Mobile Ads (new in 2012)

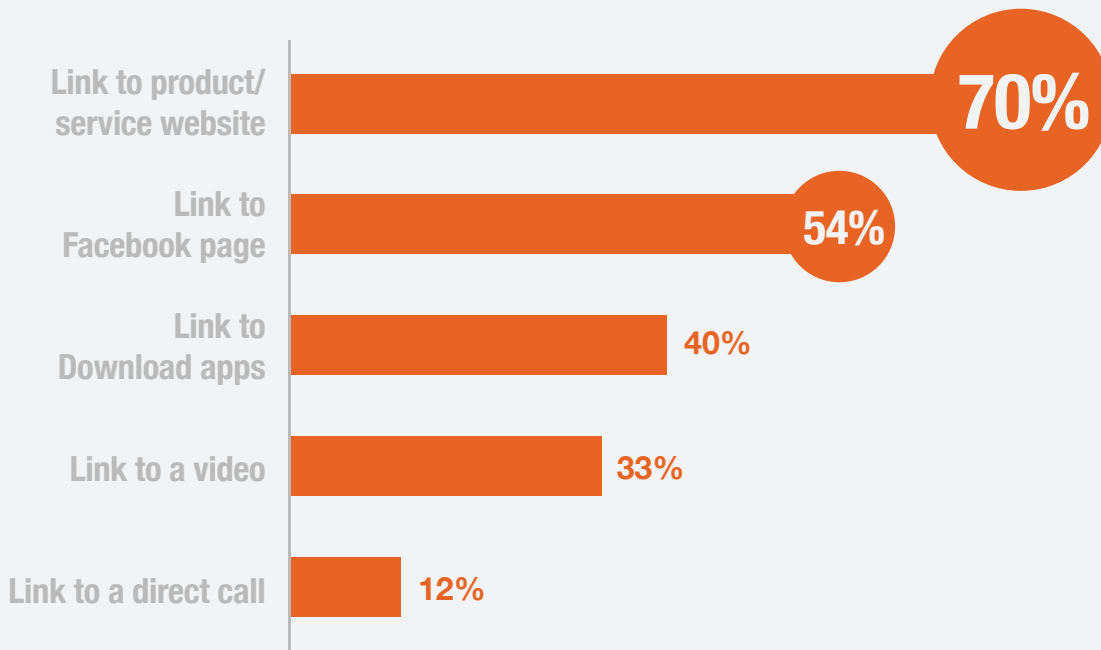


Mobile Ad Content Ever Clicked

Clicking to the links to product/service websites is the most common mobile ad content performed by almost three quarters (70%) of respondents. Over half (54%) also click on mobile ads which link them to Facebook Page while 4 out of 10 respondents click the app download page through the mobile ads.



Mobile Ad Content Ever Clicked (new in 2012)



Conclusion:

Mobile apps connect a large community of millions of mobile users who are constantly looking for ways to get information and complete tasks on the go. The statistics and analysis of the Hong Kong Mobile App Usage Behavior Survey conducted by Hotmob and Nielsen provide insightful information for marketers to communicate with their target audiences at their fingertips efficiently.

About Hotmob

Hotmob is a pioneer in mobile marketing industry, offering the lucrative mobile advertising marketplace for advertisers and publishers to discover advertising opportunities on the mobile Internet and monetize their mobile traffic. Hotmob has built up the first and the largest mobile advertising network in Hong Kong and the Greater China Region by partnering with leading mobile operators, media publishers and instant messaging service provider. Hotmob is now serving more than 10 million daily impressions and covering over 15 million mobile populations in Hong Kong. Recently, Hotmob has been ranked as the Hong Kong No.1 Mobile Ad Network in the Digital Media of the Year 2012.

For more information on Hotmob Limited:

Please visit www.hot-mob.com and follow us on www.facebook.com/HotmobMobile

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

For more information on Nielsen:

Please visit www.nielsen.com

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